

New Abstract:

*Please delete the current abstract and replace it with the following New Abstract:

The disclosure generally relates to interactive television systems. One claim recites such a system for distributing content including an identifier. The system includes: a receiver for receiving receive the content, the content including an embedded digital watermark comprising an identifier, said receiver comprising: a digital watermark detector to extract the identifier from data representing picture or audio portions of the received content, in which the data representing picture or audio portions of the received content comprise frequency components; a bridge to communicate the extracted identifier to a database, the database including a trigger indexed according to the identifier, said bridge to receive a corresponding trigger identified in the database as corresponding to the identifier; an inserter communicating with said bridge to insert the trigger into the received content; and comparing the identifier to an electronic program guide (EPG) to verify programing listed in the EPG. Of course, other claims and combinations are provided as well.